

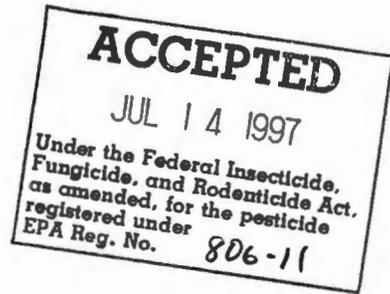
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MARKETING
REVISED DRAFT PACKAGE COPY

PROFILE# 149460
DATE DRAFT ISSUED 6/18/97
DATE FINAL ISSUED
FORMULA 04419-18
WRITER J.BORKOWSKI
MARKETING KALOTKIN
ENGINEER HUPPRICH
OOI/YEAR 2Q98

PRODUCT: SKIN-SO-SOFT BUG GUARD MOSQUITO REPELLENT MOISTURIZING TOWELETTES

FRONT OF CARTON: AVON
HERBAL FRESH
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SKIN-SO-SOFT
BUG GUARD

MOSQUITO REPELLENT
MOISTURIZING TOWELETTES

ACTIVE INGREDIENT: *
OIL OF CITRONELLA 0.10%
INERT INGREDIENTS: 99.90%
*INSECT REPELLENT

KEEP OUT OF
REACH OF CHILDREN.
CAUTION

10 TOWELETTES
100 ml TOTAL 3 FL OZ

BACK OF CARTON: PLEASANT HERBAL SCENT

REPELLENCY - Long-lasting protection against mosquitoes.

MOISTURIZATION - Non-greasy formula helps replenish moisture and leaves skin soft and smooth.

SUITABLE FOR THE ENTIRE FAMILY - Pleasantly scented. Gentle formula does not need to be washed off when returning from the outdoors.

SKIN-SO-SOFT BUG GUARD MOSQUITO REPELLENT MOISTURIZING TOWELETTES

BACK OF CARTON
CON'T:

DIRECTIONS: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Apply Skin-So-Soft Bug Guard before exposure to mosquitoes. Open package, remove and unfold towelette. Use as many towelettes as necessary to ensure liberal and even coverage. Adults may need to use more than one towelette. Do not apply to eyes, lips and mouth. For continued effectiveness, reapply every two hours to maintain repellency.

DISPOSAL: Refold towelette into foil package and wrap securely. Put in trash.

PRECAUTIONARY STATEMENTS: CAUTION - FOR EXTERNAL USE ONLY. AVOID CONTACT WITH EYES. DISCONTINUE USE IF IRRITATION OR RASH APPEARS. USE ON CHILDREN UNDER 6 MONTHS OF AGE ONLY WITH THE ADVICE OF A PHYSICIAN.
STATEMENT OF PRACTICAL TREATMENT

If in eyes: Flush eyes with plenty of water. Call a physician if irritation persists.

PHYSICAL HAZARDS

FLAMMABLE. KEEP AWAY FROM HEAT OR OPEN FLAME.

OTHER INGREDIENTS:

TO ORDER SKIN-SO-SOFT, SEE YOUR AVON REPRESENTATIVE OR CALL 1-800-FOR-AVON.

EPA Reg. No. (TBD)
EPA Est. No. 052631-NJ-001
AVON PRODUCTS, INC., DISTR.
NEW YORK, N.Y. 10020
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SKIN-SO-SOFT BUG GUARD MOSQUITO REPELLENT MOISTURIZING TOWELETTES

FRONT OF PACKETTE: AVON

HERBAL FRESH

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SKIN-SO-SOFT
BUG GUARD

MOSQUITO REPELLENT
MOISTURIZING TOWELETTE

ACTIVE INGREDIENT: *
OIL OF CITRONELLA 0.10%
INERT INGREDIENTS: 99.90%
*INSECT REPELLENT

KEEP OUT OF
REACH OF CHILDREN.
CAUTION

1 TOWELETTE
10 ml .3 FL OZ

BACK OF PACKETTE: PLEASANT HERBAL SCENT

REPELLENCY - Long-lasting protection against mosquitoes.

MOISTURIZATION - Non-greasy formula helps replenish moisture and leaves skin soft and smooth.

SUITABLE FOR THE ENTIRE FAMILY - Pleasantly scented. Gentle formula does not need to be washed off when returning from the outdoors.

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SKIN-SO-SOFT BUG GUARD MOSQUITO REPELLENT MOISTURIZING TOWELETTES

BACK OF PACKETTE
CON'T:

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